BUYER PERSONA TEMPLATE

Picture

Information

Gender:
Age:
Location:
Relationship Status:
Work:
Interests:
Behaviors:
Web History:
Search Terms:

Story

Pain Points:

Goals:

How I Can Help:

Guidelines Pain Points: What problems are your potential customers having? What's holding them back to reach their goal? Write them down.

Guidelines Goals: What goals do your potential customers have? Are they moving from something or towards something? Write them down.

Guidelines How I Can Help: How can your product or service help your potential customers to reach their goal? What problem does your product or service solve and how can that make your potential customers reach their goal? Write them down.

Good Luck!

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Love
Robin & Jesper